



碧生源控股有限公司
Besunyen Holdings Company Limited

公司網址：<http://www.besunyen.com/>
IR http://ir.besunyen.com/s/ir_highlights.php

股票代號：0926

企業通訊

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Defining Oriental Tea Craft Defining Healthy Life Besunyen Products Certified as Safe and Effective

China Health Care Association Certified Besunyen Products as Safe & Effective

The Fifth Session of HNC Expo was held in June and Mr. Zhao was invited to attend. At the conference, a seminar on evidence-based medical program for healthcare products released the key findings on Besunyen therapeutic tea products, indicating Besunyen Detox Tea and Besunyen Slimming Tea are safe and effective from its preliminary result.

The evidence-based medical program for healthcare products is known a major scientific research program organized by China Health Care Association, which has qualifications for conducting authoritative examination as, whose research findings are recognized as true and reliable. The program aims to ensure the safety and effectiveness of healthy products and to prove the value of health products towards improving consumer health via the evidence-based medical research, encompassing the literature collection, consumer study, market research, scientific experiment, etc.

The research on Besunyen Detox Tea and Besunyen Slimming Tea is a major project of the evidence-based medical research conducted recently. The major institutions involved in the project including Shanghai Municipal Center for Disease Control and Prevention, the Second Military Medical University, Chinese Academy of Medical Sciences, etc.

Mr. Zhao Yihong, Chairman & CEO of Besunyen, said, "It's our honor to participate the 'Evidence-based Medical Program', from which we've learnt more scientific and rigorous medical evidence that gave us stronger confidence in the field of healthcare food industry. We have abided by the principles of serving safe and healthy Chinese herbal therapeutic tea products all along. Looking forward, we will continually commit our business philosophy to our customers."





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Wonderful Sky Financial Group

Email : besunyen@wsfg.hk

Contact: Tel : (852) 3970 2156/ 3970 2279

Fax : (852) 2598 1588

Besunyen Awarded OCEA Health Products Group for Promoting Oriental Tea Craft

The award ceremony of the Ninth Session of Outstanding China Enterprise Awards (“OCEA”) by Capital magazine came to a successful finale this month. Besunyen was awarded OCEA Health Products Group for its excellence in promoting oriental tea craft.

As one of Hong Kong’s renowned financial magazines, Capital magazine organizes a review panel which assesses an enterprise in terms of its overall performance, goodwill, corporate governance, operations management, market positioning, performance, etc., with a view to commend prominent enterprises which contribute to Hong Kong’s social and economic prosperity.

Presenting at the ceremony, Mr. Zhao Yihong, Chairman & CEO of Besunyen, thanked Capital magazine for its support and recognition for Besunyen. Mr. Zhao expressed that, as the leading brand in the Chinese therapeutic tea products market, Besunyen has been dedicated to carrying forward Chinese traditional tea craft. Over 14 years since its inception, Besunyen has become a prominent player in the Chinese therapeutic tea products market, offering healthy, safe, efficient and high-quality herbal therapeutic teas. Looking into the future, Besunyen aims to develop better products for its consumers, in line with of the concept of good therapeutic herbal tea.



Besunyen Received its First Investor Delegation This Year

On June 26th and 27th, Besunyen received its first Investor Delegation this year. A dozen of fund companies and investment institutions including Guotai Junan, Sun Hung Kai Financial, SBI China, ATvantis Capital, Phillip Capital, EJF Capital assigned staff to participate in the visit.

During the trip, the investors visited the production plant and assembly lines based in Fangshan, Beijing. Meanwhile, they visited various distributors, pharmacies and international supermarkets to gain a deeper understanding of Besunyen’s sales. Through the two-day visit, the investors gained first-hand understanding of Besunyen’s teabag production procedures, marketing efforts and the Company’s future development. After the visit, the investors expressed that Besunyen has a distinctive business, excellent market shares and continuing sales stimulation with its multi-channel advertising and marketing strategy, thus they will continue to pay close attention on the future development of Besunyen.

The management shared with the investors the fact that as of the end of 2013, Besunyen Detox Tea continued to be No. 1 in market share of aperient and laxative products in terms of retail sales value for 6 consecutive years, enjoying a market share of 22.7%, and regarding the market share of slimming products, Besunyen Slimming Tea has been No. 1 for 4 consecutive years, enjoying a market share of 38.2%, which reaffirmed Besunyen’s dominance of the Chinese herbal therapeutic tea products market.

In terms of the production, Besunyen has introduced European-made teabag production and packaging assembly lines to realize fully automated production, selected raw material and tea leaves for production and enhanced quality inspection standards. All of these reflect the Company’s aim to pursue healthy and safe products.